

LAURA GROFT

Contact Information

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Address: 1159 Bair Hill Road, Mt. Pleasant, PA 15666

Relevant Skills

- Photography and Videography
 - Blackmagic URSA G2, Blackmagic Pocket Cinema 6k, Canon DSLRs, various professional lenses
- Staged and Live Production
 - Staged: plan, script, schedule, contact talent, set up equipment/set, shoot, edit, and deliver final products
- Adobe Creative Suite
 - PremierePro, Photoshop, After Effects
- Social Media Platforms
 - Singlehandedly managed various social platforms
 - Instagram, Facebook, YouTube, TikTok, Twitter
- Content Creation
 - Weekly brainstorming, planning, designing and carrying out a variety of graphics, videos, reels, images, captions, etc. for various situations
- Public Speaking
- Communications
- Split-second Decision Making

Volunteer Work

See portfolio for additional details.

- Social Media Director, *Life Students at Word of Life Church* (2019 - Present)
- Production Team, *Word of Life Church*
- Photography Team, *Word of Life Church*
- Youth Leader, *Life Students at Word of Life Church*
- Soccer Coach, *Mt. Pleasant Recreational Soccer League*

References

Cody Shuckhart, Pittsburgh Penguins
Videographer/Editor
codyshuckhart@gmail.com |
cshuckhart@pittsburghpenguins.com

Ali Walters, Word of Life Church
Design and Marketing
awalters@word4u.org | 724-837-8790 | wordoflife.church

Matthew Fridg, Headspace Media
Owner/Marketer/Filmmaker
matthewfridg@headspace.media | 724-610-9292

Work Experience

JUNIOR HIGH GIRLS HEAD SOCCER COACH

Mt. Pleasant Area Jr./Sr. High School
2021 to Present

- Planned, scheduled and ran a variety of practices and games
- Mediated difficult situations amongst teammates
- Cultivated an encouraging environment between players and coaches
- Coached the girls to an undefeated, shutout 2021 season

Academic History

LIBERTY UNIVERSITY

BS: Strategic Communications, 2020 - Present

- Social Media Management cognate
- Biblical Studies minor
- Current GPA: 4.0
- Delta Mu Delta & Society for Collegiate Leadership and Achievement

WESTMORELAND COUNTY COMMUNITY COLLEGE

2018 - 2020

- Presidents and Deans list
- Phi Theta Kappa

MT. PLEASANT AREA JR/SR HIGH SCHOOL

High School Diploma, Class of 2018

- Senior Class Historian
- Graduated with high honors
- National Honor Society and National Spanish Honor Society
- 3-year varsity soccer letterman